

Message Text

UNCLASSIFIED

PAGE 01 PARIS 20173 240132Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 ICA-20 INR-10 /051 W
-----034673 241543Z /42

R 240103Z JUN 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 3836

UNCLAS PARIS 20173

E.O. 11652: N/A
TAGS: BEXP/FR
SUBJ: IMC, PARIS FY 1980 PROMOTION EVENT SCHEDULE

REF: A) USDOC 128282
B) PARIS 18767

AS REQUESTED IN REF (A) ITEM 3, AND PER REF (B) PARA 5,
IMC SOLICITED OPINIONS FROM THREE OR MORE AGENTS OR
U.S. SUBSIDIARIES FOR EACH PROPOSED EVENT. COMMENTS
WERE SIMILAR FOR ALL SHOWS, EXCEPT AS SPECIFICALLY
NOTED FOLLOWING THE SUMMARY.

SUMMARY:

REACTIONS WERE GENERALLY FAVORABLE. INTERVIEWEES
WOULD EXPECT TO PAY THE SAME FEES IN A U.S. PAVILION
THAT THEY WOULD PAY FOR PARTICIPATION IN THE COMMER-
CIALLY SPONSORED EVENT. AGENTS REPRESENTING NON-
U.S. PRODUCTS AS WELL AS U.S. PRODUCTS WOULD MOST
LIKELY NOT REPEAT NOT PARTICIPATE IN A U.S. PAVILION
BECAUSE THEY COULD NOT SHOW THEIR ENTIRE LINE.
COMPANIES WITH VERY LARGE EQUIPMENT CITED NEED FOR
ADEQUATE SPACE AS A PRIMARY CONSIDERATION. WHERE
EXHIBITIONS TRADITIONALLY FEATURE DISPLAY OF GOODS
BY PRODUCT CATEGORIES (LIKE EQUIP HOTEL AND MACHINE
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PARIS 20173 240132Z

TOOL), A U.S. PAVILION FEATURING MIXED PRODUCTS WOULD
REQUIRE SPECIAL PROMOTIONAL EFFORT TO ATTRACT VISITORS
WHO ARE USED TO EASY COMPARISON OF LIKE PRODUCTS
LOCATED IN A SPECIFIC AREA.

SPECIFIC REMARKS:

1: EQUIP HOTEL

SPACE FOR THIS POPULAR EXHIBITION IS ALWAYS VERY DIFFICULT TO OBTAIN, AND THE SHOW IS FILLED EARLY' SPACE IS ASSIGNED ON A PRIORITY BASIS TO REPEAT EXHIBITORS, FROM ONE YEAR TO THE NEXT. ITAY BE DIFFICULT TO CONVINCE THESE EXHIBITORS TO PARTICIPATE IN A U.S. PAVILION, SINCE AS A RESULT THEY WOULD LOOSE THEIR PRIORITY AND RISK NOT HAVING ANY SPACE AT ALL FOR THE NEXT YEAR'S EXHIBITION.

2: SECURITY (UTRECHT) OCTOBER 15-19, 1979

THIS EXHIBITION IS NOT OF INTEREST TO FRENCH AGENTS WHO FEEL THAT MOST U.S' FIRMS WOULD BE LOCALLY REPRESENTED.

3: COMPEC (BRUSSELS) SEPTEMBER 1980

SAME REACTION AS SECURITY. THE IDEA OF A TANDEM DOES NOT INCREASE THE APPEAL OF THIS EVENT TO FRENCH AGENTS.

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978PARIS20173
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780263-1074
Format: TEL
From: PARIS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780623/aaaaatwq.tel
Line Count: 83
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: a7391782-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2219219
Secure: OPEN
Status: NATIVE
Subject: IMC, PARIS FY 1980 PROMOTION EVENT SCHEDULE
TAGS: BEXP, FR
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/a7391782-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014